

**WHAT IS CLAIMED IS:**

1. A device for applying a product, comprising:  
a container configured to contain a product;  
a case comprising a compartment configured to receive the container,  
wherein the case defines an opening, and  
wherein the container is configured to be moved relative to the case between  
a first angular position in which product in the container is accessible via the opening, and a  
second angular position in which product in the container is inaccessible via the opening;  
and  
an applicator configured to be releasably coupled to the case, wherein the applicator  
comprises  
a first portion configured to contribute to restricting axial movement of the applicator  
with respect to the case, and  
a second portion distinct from the first portion, the second portion being configured  
to contribute to rotationally coupling the applicator to the container so that movement of the  
applicator causes movement of the container between the first and second angular  
positions.
2. The device of claim 1, wherein the second portion comprises at least one  
striation.
3. The device of claim 2, further comprising a transmission member, wherein the  
transmission member comprises at least one relief, the at least one striation cooperating  
with the at least one relief so that rotational movement of the applicator with respect to the  
case rotates the container with respect to the case.

4. The device of claim 1, wherein the second portion comprises at least two striations arranged consecutively along a radial arc defined at a periphery of an outer perimeter of the applicator.

5. The device of claim 4, wherein the radial arc is less than 90°.

6. The device of claim 1, wherein the second portion comprises four striations distributed along an outer perimeter of the applicator.

7. The device of claim 1, wherein the second portion comprises a section of the applicator comprising a plurality of striations along an entire outer perimeter of the section.

8. The device of claim 3, wherein the transmission member comprises a section comprising a plurality of reliefs along an entire inner perimeter of the section.

9. The device of claim 2, wherein the at least one striation forms a dihedron, and wherein at least one edge of the dihedron is parallel to a longitudinal axis of the case.

10. The device of claim 1, wherein the case is elongated and extends along a longitudinal axis.

11. The device of claim 1, wherein the opening is a first opening, wherein the case defines a second opening, and wherein the container is configured to be inserted into the case through the second opening.

12. The device of claim 11, wherein the case defines a third opening distinct from the first and second openings, and wherein the applicator is configured to be inserted into the case through the third opening.

13. The device of claim 12, wherein the second and third openings are located at opposite longitudinal ends of the case.

14. The device of claim 1, wherein the second portion is located along the applicator such that the second portion rotationally couples the applicator to the container when the first portion restricts axial movement of the applicator with respect to the case.

15. The device of claim 3, wherein the transmission member is an intermediate piece connected to the container.

16. The device of claim 15, wherein the transmission member is coupled to the case so as to be movable with respect to the case.

17. The device of claim 16, wherein the case further comprises a helical groove arranged on an inner perimeter of the case, wherein the transmission comprises a screw thread arranged on an outer perimeter of the transmission member, and wherein the helical groove cooperates with the screw thread to couple the transmission member to the case.

18. The device of claim 15, wherein the container comprises tabs, wherein the transmission member comprises at least one groove configured to cooperate with the tabs so as to rotationally couple the container and the transmission member.

19. The device of claim 1, wherein the first portion comprises a recess configured to cooperate with a protrusion of the device.

20. The device of claim 3, wherein the transmission member comprises a protrusion, and wherein the first portion comprises a recess configured to cooperate with the protrusion.

21. The device of claim 1, wherein the applicator comprises a tip part and a skirt extending around a longitudinal axis of the tip part, wherein the skirt comprises an inner screw thread on an inner perimeter of the skirt, wherein the case comprises an outer screw thread on an outer perimeter of the case, the outer screw thread being configured to

cooperate with the inner screw thread, and wherein the first portion comprise the inner screw thread.

22. The device of claim 1, wherein the first portion comprise an outer screw thread on an outer perimeter of the applicator, wherein the case comprises an inner screw thread on an inner perimeter of the case, the inner screw thread being configured to cooperate with the outer screw thread.

23. The device of claim 3, wherein an integral, single piece defines the transmission member and the container.

24. The device of claim 1, wherein the container comprises at least one portion configured to restrict axial movement of the container with respect to the case, the at least one portion of the container being configured to permit rotation of the container in the compartment.

25. The device of claim 24, wherein the at least one portion of the container comprise an elastic locking member.

26. The device of claim 1, wherein the container comprises a portion configured to limit rotation of the container in the case.

27. The device of claim 3, wherein the transmission member comprises a portion configured to limit rotation of the container in the case.

28. The device of claim 1, further comprising a product contained in the container, wherein the product comprises a cosmetic product.

29. A method for assembling a device for applying a product, wherein the device comprises a case, a transmission member, and an applicator, wherein the case comprises a first opening through which product is withdrawn using the applicator, and wherein the case comprises a second opening distinct from the first opening, the method comprising:

coupling the applicator to the case using a first portion of the applicator;  
engaging a second portion of the applicator with a relief on the transmission member; and

introducing a product container into the case through the second opening of the case;

wherein the device assembled according to the method is configured so that engagement of the second portion with the relief enables rotational movement of the applicator with respect to the case to cause rotational movement of the container with respect to the case.

30. The method of claim 29, wherein the container is configured to rotate with respect to the case, and wherein said introducing a product container comprises moving the product container along an axis of the case so as to couple the container to a portion configured to index a position of the container in relation to that of the applicator.

31. A device for applying a product, comprising:  
a container configured to contain a product;  
a case comprising a compartment configured to receive the container,  
wherein the case defines an opening, and  
wherein the container is configured to be moved relative to the case between a first angular position in which product in the container is accessible via the opening, and a second angular position in which product in the container is inaccessible via the opening;  
and  
an applicator configured to be releasably coupled to the case;

wherein the device comprises at least one striation and at least one relief configured to cooperate with one another so as to rotationally couple the applicator and the container, and

wherein the device is configured so that movement of the applicator causes movement of the container between the first and second angular positions.

32. The device of claim 31, wherein the applicator comprises a portion comprising the at least one striation.

33. The device of claim 31, wherein the device comprises a transmission member comprising the at least one relief.

34. A device for applying a product, comprising:  
a container configured to contain a product;  
a case comprising a compartment configured to receive the container,  
wherein the case defines an opening, and  
wherein the container is configured to be moved relative to the case between a first angular position in which product in the container is accessible via the opening, and a second angular position in which product in the container is inaccessible via the opening;  
a transmission member distinct from the container,  
wherein the transmission member is received in the case, and  
wherein the transmission member and the container are configured to be rotationally coupled to one another; and  
an applicator comprising a portion configured to be rotationally coupled to the transmission member so that movement of the applicator causes movement of the container between the first and second angular positions.

35. The device of claim 34, wherein the device comprises a tab and at least one groove rotationally coupling the transmission member and the container to one another.

36. A device for applying a product, comprising:  
a container configured to contain a product;  
a case comprising a compartment configured to receive the container,  
wherein the case defines an opening, and  
wherein the container is configured to be moved relative to the case between a first angular position in which product in the container is accessible via the opening, and a second angular position in which product in the container is inaccessible via the opening;  
an applicator configured to be releasably coupled to the case;  
wherein the case comprises a screw thread and the applicator comprises a screw thread configured to engage with the screw thread of the case, and  
wherein the device is configured so that so that movement of the applicator causes movement of the container between the first and second angular positions.

37. The device of claim 36, wherein the applicator comprises a skirt, wherein the screw thread of the applicator comprises an inner screw thread on the skirt, and wherein the screw thread of the case comprises an outer screw thread.

38. The device of claim 36, wherein the screw thread of the applicator comprises an outer screw thread, and wherein the screw thread of the case comprises an inner screw thread.